

## Part I – Agency Profile

### Agency Overview

Idaho Public Television (IdahoPTV) is an entity of the Idaho State Board of Education and holds in the public trust television and related broadcast telecommunication licenses issued and governed by the Federal Communications Commission. IdahoPTV is a statewide, non-commercial broadcast telecommunication system and media provider with the network operations center located in Boise and additional staffed facilities in Moscow and Pocatello.

IdahoPTV's service to the region began in September of 1965 with KUID-TV, Moscow. Over 56 years, IdahoPTV expanded its reach to include over-the-air broadcast television service to more than 98% of Idaho's population and portions of six adjoining states and Canada through an efficient system of five digital transmitters and 46 translators (41 translators and 5 relays). IdahoPTV's signals are rebroadcast under federal guidelines by cable and satellite systems in the region, as well as a rapidly expanding Internet-based distribution system. IdahoPTV's services and equipment have been made possible through diverse funding partnerships from individual contributions, grants from foundations and companies, and state and federal sources. IdahoPTV has been impacted by the congressionally mandated FCC spectrum repacking initiative requiring numerous transmitters and translators to change channel frequencies. This initiative has impacted several communities throughout the state.

IdahoPTV is a member in good standing of the Public Broadcasting Service (PBS) and is the only locally owned and operated network television station in Idaho.

IdahoPTV received an original appropriation for FY 2021 of \$8,783,100 in the following allocations: Dedicated Funding – 69%, State General Funding – 30%, and Federal Funding – 1%. The dedicated funds are primarily via Friends of Idaho Public Television, Inc., which typically receives more than \$4 million annually in donations from over 21,000 individuals, foundations, and organizations. Other dedicated funds come from the Corporation for Public Broadcasting, private grants, and services. IdahoPTV's comprehensive audit is conducted annually by the Legislative Auditor, Legislative Services Office.

IdahoPTV has developed a reputation for producing award-winning, quality television and other electronic media. IdahoPTV provides significant local public service to its viewers and users.

IdahoPTV produces a number of ongoing series, specials and services, including:

Outdoor Idaho	Idaho Reports (coverage of the Idaho Legislature and statewide public affairs topics)
Dialogue (arts, humanities and public affairs program)	Idaho In Session (gavel-to-gavel live coverage of the Idaho House, Senate, JFAC, Idaho Supreme Court, and special meetings)
Science Trek (educational science program for grade school students)	Scout/PBS Learning Media (online educational resources)
The Idaho Debates (primary and statewide election coverage)	Idaho Science Journal
Idaho Experience (documentaries on Idaho history)	
Governor's State of the State/State of the Budget Address (live)	

Also produced are other special programs including:

Idaho: State of Wonder	Into Africa: The Idaho-Gorongosa Connection
Idaho Geology, A Convergence of Wonders	My Excellent Adventure
Capitol of Light: The People's House	State of Our Parks
The Color of Conscience	Idaho Headwaters
Education 2020	Journey to Education
Resilience: Hope Lives Here	Journey to College
Classroom Idaho: Learn @ Home	Journey to Opportunity

Outdoor Idaho continues to air on stations in Oregon, Washington and Utah.

IdahoPTV's community education services range from locally-produced events and workshops to children's events, such as literacy and STEM workshops, program screenings and discussions, science camps, a literacy contest, educator workshops, parent workshops, online book clubs, and online educational resources. IdahoPTV is engaged in a major effort to train teachers in utilizing digital media and technology in the classroom. It also has a major initiative to connect high school graduates with middle-skills careers. IdahoPTV is also engaged in a major project to help parents prepare their children to enter school with the resources to be successful, including mothers incarcerated in Idaho prisons. During FY 2021, IdahoPTV produced Classroom Idaho: Learn @ Home to connect all students with certified Idaho teachers to finish learning for the balance of the school year.

The staff is led by Jeff Tucker, interim general manager; Dave Taylor, director of financial affairs; Craig Koster, director of technology; Jenifer Johnson, director of marketing (development); Sandy McBride, director of communications; and Bruce Reichert, executive producer.

### Core Functions/Idaho Code

Idaho Public Television is not referenced in Idaho Code. It was created by Legislative Intent within the budget process in 1982 and exists under the regulations of the Federal Communications Commission and the governance of the State Board of Education.

IdahoPTV's Mission Statement:

We harness the power of public media to encourage lifelong learning, connect our communities, and enrich the lives of all Idahoans. We tell Idaho's stories.

### Revenue and Expenditures

Revenue	FY 2018	FY 2019	FY 2020	FY 2021
General Fund	\$2,836,500	\$2,985,300	\$3,263,300	\$2,562,600
Dedicated Fund	\$5,400,400	\$5,377,900	\$5,841,100*	\$6,009,500
Federal	\$34,300	\$166,400	\$247,900*	\$461,300
<b>Total</b>	<b>\$8,271,200</b>	<b>\$8,529,600</b>	<b>\$9,352,300*</b>	<b>\$9,033,400</b>
Expenditures	FY 2018	FY 2019	FY 2020	FY 2021
Personnel Costs	\$4,551,400	\$4,568,100	\$4,813,100	\$5,053,600
Operating Exp.	\$3,002,500	\$3,088,700	\$3,348,600	\$3,658,800
Capital Outlay	\$717,300	\$872,800	\$1,190,600*	\$321,000
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$8,271,200</b>	<b>\$8,529,600</b>	<b>\$9,352,300*</b>	<b>\$9,033,400</b>

\*Capital expenditures for FY 2020 were increased by \$297,600 to \$1,190,600 to reflect an adjustment not captured on last year's report.

### Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2018	FY 2019	FY 2020	FY 2021
Channel Hours for Children (under the age of 12)	15,214	12,386	12,666	13,057
Channel Hours for Ethnic Minorities	5,573	5,261	5,240	4,969
Channel Hours for Learners	16,231	13,094	12,187	11,861
Number of Visitors to idahoptyv.org	1,584,947	2,263,398	1,635,238	1,979,811
Channel Hours of News, Public Affairs and Documentaries	12,624	11,755	11,947	12,329

**FY 2021 Performance Highlights (Optional)**

- 13 technology training events attended by a total of 108 teachers and 54 students throughout the state.
- 9 presentations attended by a total of 259 teachers, parents and general public throughout the state regarding educational resources available through IdahoPTV and PBS.
- 36 literacy and STEM presentations attended by a total of 1,701 participants throughout the state.
- 120,905 children watched our broadcasts each week.
- Idaho In Session was viewed over 387,627 times online.
- 98,541 users utilized online Learning Media local and national resources.
- 4,534,522 page views on the Idaho Public Television website by 1,979,811 visitors.
- 43,800 hours of programming broadcast 24 hours a day across 5 free over-the-air digital channels from transmitters and repeaters statewide.
- IdahoPTV is regularly among the most-watched PBS stations in the US, per capita, with more than 500,000 weekly viewers.
- 11 online program screenings with panel discussions were attended by a total of 992 participants throughout the state.

**Part II – Performance Measures**

Performance Measure		FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
<b>Goal 1: A WELL-EDUCATED CITIZENRY</b>						
<i>Idaho’s P-20 educational system will provide opportunities for individual advancement across Idaho’s diverse population.</i>						
1. Number of DTV translators. Goal 1 Objective A	actual	47 of 47	47	46	46	-----
	target	48	47	47	46	46
2. Percentage of Idaho’s population within our signal coverage area. Goal 1 Objective A	actual	98.8%	98.8%	98.8%	98.8%	-----
	target	98.4%	98.4%	98.4%	98.4%	98.4%
3. Number of partnerships with other Idaho state entities and educational institutions. Goal 1 Objective B	actual	40	49	41	55	-----
	target	30	32	34	40	40
4. Number of broadcast hours of educational programming. Goal 1 Objective E	actual	35,095	25,480	24,853	24,918	-----
	target	36,760	37,260	37,760	25,000	25,000
5. Number of broadcast hours of Idaho-specific educational and informational programming. Goal 1 Objective G	actual	1,509	1,986	1,393	2,431	-----
	target	2,000	2,000	2,000	2,000	2,000
6. Number of awards for IdahoPTV media and services. Goal 1 Objective H	actual	56	57	68	81	-----
	target	45	50	50	55	55
7. Total FTE in content delivery and distribution. Goal 1 Objective I	actual	22	21	18	18	-----
	target	<25	<25	<24	<24	<24

<b>Performance Measure</b>		<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>	<b>FY 2022</b>
8. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/CPB guidelines. Goal 1 Objective I	<i>actual</i>	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	-----
	<i>target</i>	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
9. Work toward implementation of the Center for Internet Controls. Goal 1 Objective I	<i>actual</i>	Yes	Yes	Yes	Yes	-----
	<i>target</i>	Yes	Yes	Yes	Yes	Yes
10. Average number per month during the school year of local unique users utilizing PBS learning media.* Goal 2 Objective	<i>actual</i>			7,137	9,997	-----
	<i>target</i>			4,200	4,200	8,000

\*new performance measure beginning FY 2020

**Performance Measure Explanatory Notes *(Optional)***

**For More Information Contact**

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